



Reese P. Stanley
Key Account Manager

Sent Via Electronic Mail

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May 17, 1996

TO: ROU #1310 ROU #1210 ROU #2910
ROU #1710 ROU #2110
(Distribute to all personnel)

RE: F.A. Davis & Sons -- Account #146880
MD-VA-NC Wholesalers (Davis/Baltimore) -- Account #899713
MD-VA-NC Wholesalers (Davis/Ashland) -- Account #899715

Ladies and Gentlemen:

Great News! Mr. Bill Kaiser, President, has approved utilization of Forsyth Accrual Fund to implement a **\$1.00 off Invoice** promotion on all cartons of our Pilot Private Label through all (3) branches of F.A. Davis. Subject promotion will begin **Monday, May 27**, and continued through **July 31, 1996**.

Obviously, outlined promotion allows RJR another excellent opportunity to **grow our Savings business, especially with areas serviced by branches formerly Ell Witt.** In addition, with Region Manager approval, the Doral Share of Category Program allows another tool to further "bundle" RJR **total Partners Program.**

To assist you in your efforts to **introduce, expand and grow** your Pilot distribution, we have included the following:

- Prebook Forms for (3) Branches -- Former Ell Witt locations have different Code Numbers from F.A. Davis.
- Flyer to utilize in your selling efforts at retail.

An **excellent opportunity exists!** Your assistance and follow-through to presenting and selling Pilot to all accounts serviced by Davis is greatly appreciated. . .

Sincerely,

Reese

R.P. Stanley
KAM - #2940

RPS:jk

cc: G.A. Young W.F. Tucker
J.R. Loftin, Jr. KAM J.M. Birlin -- Please ensure Ashland is prepared for orders - Thanks.
P.E. Schmidt
M.A. Young

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